



Category: Personalisation of Care

Award Reference Number: 996
Region: Wales
Disease: Colorectal Cancer
Organisation Type: In/out/community
Intervention: DVD/ Patient Journey
Key words: Cwm Taf

A Patient Information DVD for Colorectal Cancer Prince Charles Hospital, Cwm Taf Local Health Board

Setting: Prince Charles Hospital is a District General Hospital in Merthyr Tydfil in the South Wales Valleys and is a part of the Cwm Taf Local Health Board, providing elective and emergency services for a population of 160,000 living in one of the areas with the highest social and financial deprivation indices in the UK. Care for patients with bowel cancer is provided by a specialist multi-disciplinary colorectal team led by Professor P. N. Haray, Consultant Surgeon. The team has a track record of providing evidence based, state of the art services and won the 'Hospital Doctor of year 1999 – Surgery'. The department has a major programme of audit and research with over two hundred publications or presentations at national/international conferences.

Introduction: Colorectal Cancer (bowel cancer) affects roughly 1 in every 25 people in the UK with over 30,000 new cases each year. Early diagnosis and expert multi-modality treatment are required to achieve successful results. There is a plethora of information available for patients with particular diseases, especially cancer. The internet as a source of information can be invaluable but the veracity of the information can be difficult to discern. Worldwide, there is no single reliable source of information designed specifically for patients, to help guide them through the pathway of the diagnosis and treatment of colorectal cancer.

Being diagnosed with any cancer is a very stressful time for the patient and their family. Most clinicians who deal with such patients explain the various tests, treatments, etc., in detail. However, once the word 'cancer' has been mentioned, patients often lose the ability to retain detailed information. This is especially true in colorectal cancer, where the majority of patients are elderly (mean incidence at 70 years) and are not always accompanied by younger members of their family during consultations. Written material often tends to be quite impersonal and lacking in the reassurance that direct interactions provide.

Aim: This project was designed to produce an interactive DVD for colorectal cancer patients providing accurate information in a reassuring manner and which could be reviewed in the comfort of the patient's home along with family or friends.

Nominated Contact: Puthucode Haray, Consultant Surgeon, Cwm Taf Health board